

# **PUNJAB SKILLS DEVELOPMENT FUND**

## **PRE-QUALIFICATION**

**of**

## **Companies/Firms for Animation Services**

**February 2021**



**Submission Date for Sealed Proposal: on or before 03:00 PM, 1<sup>st</sup> March 2021**

21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore, Pakistan

UAN: 042-111-11-PSDF (7733) | Toll Free:0800-48627 (HUNAR) | Website: [psdf.org.pk](http://psdf.org.pk)

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## 1) Introduction:

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit company set up under the Companies Ordinance 1984 by the Government of the Punjab. Sealed proposals will be invited from the applicants for pre-qualification of animation content creation companies/firms. All interested applicants are requested to go through the Pre-qualification document and provide relevant information and supporting documents for the purpose of Pre-qualification.

## 2) Instruction for the Applicants:

- a) The proposal shall be a single envelope, containing pre-qualification documents. The envelope shall be marked as “Prequalification Proposal for Animation Services”. All information required for prequalification including instructions for preparation and submission of the prequalification documents, evaluation criteria, list of documentary evidence to demonstrate their respective qualifications and any other information that the procuring agency deems necessary for pre-qualification.
- b) The PSDF shall evaluate the proposal in the manner prescribed in the **Annexure-C** given in the document. During the evaluation no amendments in the prequalification proposal shall be permitted.
- c) After prequalification, only the prequalified companies/firms shall be entitled to participate in the subsequent procurement proceedings.
- d) PSDF at any stage of the procurement proceedings, having credible reasons for, or prima facie evidence of, any defect in the capacity or otherwise of an applicant, whether or not prequalified, may require the applicant to provide such further information concerning the professional, technical, financial, legal or managerial competence as PSDF may decide.
- e) The Applicants must respond to all queries and provide complete information as advised in this document, failing which the PSDF may reject the application.
- f) PSDF shall disqualify an applicant on the ground that he had provided false, fabricated or materially incorrect information.
- g) PSDF shall evaluate Pre-qualification Proposal in a manner prescribed in section-08 given in the document.
- h) This document has different sections carrying information of eligibility, scope of work, pre-qualification evaluation criteria, general conditions, form of the contract etc. to assist potential applicants to develop their pre-qualification proposals.
- i) Applicant who shall obtain minimum 65 marks or more shall be considered as pre-qualified.

### 3) Scope of Work:

Punjab Skills Development Fund is going to create animated videos for that the services of animated content creation companies/firms are required.

Following are the tasks and responsibilities that the qualifying applicant would be expected to deliver, by working closely with the Marketing & Communications (M&C) department at PSDF for **Animation Services**:

Following are indicative activities to be performed by the prequalified companies/firms:

#### Potential types of animation:

- Broadly looking three type of animation videos:
  - Business rules (simplifying complex business rules for TG)
  - Case studies (information consisting of infographics, typography)
  - Platform explainer (SOP Videos, software usage videos, how to videos)
  - Logo reveal
  - Video intros
  - Program intros

#### Scope of Work for Animation Videos:

- Brief and type for animation video shall be shared by PSDF
- Development of all story board in accordance with the branding guidelines and protocols
- Preparing the script, creative designing, voice overs, graphics, sub-titles, texturing, editing, captions will be the responsibility of the applicant.
- The applicant should be able to deploy shininess, transparency, translucency, reflectivity, texture, rigging & skinning, lighting, special vfx, color wherever required
- Development of 2D/3D and whiteboard (analog<sup>1</sup> & digital<sup>2</sup>) animation videos
- Develop characters for the animation video that are representative of PSDF target group:

| Character    | Sample specifications (only for guidance)   |
|--------------|---|
| Male (qty:1) | Attire: Shirt, belt, and Pant (no tie)<br>Color: Light color shirt and blue pant<br>Shoes: black with laces<br>Age: 21-25<br>Skin color: brown – no white<br>Beard: trimmed short |
| Male (qty:1) | Attire: Shalwar & kameez<br>Color: Light blue color<br>Shoes: chapal – khedhi   |

|                |  |
|----------------|--|
|                | Age: 21-25<br>Skin color: brown – no white<br>Beard: clean shave   |
| Female (qty:1) | Attire: Shalwar kameez one with dupatta and one without<br>Color: as per your choice<br>Shoes: Elegant chapal not flip flops<br>Age:21-25<br>Skin color: brown<br>Jewelry: earring only and some bangles |
| Female (qty:1) | Attire: modern<br>Color: as per your choice<br>Age:21-25<br>Shoes: Elegant formal<br>Skin color: brown<br>Jewelry: earring only  |

- For the 2D/3D animated videos:
  - The applicant should be able to develop both 2D Iconographic<sup>3</sup> and 2D Typographic<sup>4</sup> videos
  - The applicant should be able to develop both Complex 2D with 2D Illustrated<sup>5</sup>, 2D Character<sup>6</sup> and 2.5D Parallax Photography<sup>7</sup>
  - The applicant should be able to develop 3D with both 3D Abstract<sup>8</sup> and 3D Character Animation<sup>9</sup> as and when required by PSDF management
- Provide music for the videos
- Be able to shoot a video footage from a training location or any other location designated by PSDF for incorporating in the animation video as desired by PSDF
- Preparing draft / sample videos for approval to PSDF and later finalize them as per the direction provided PSDF
- Provide the videos with Urdu and English subtitles if required by PSDF
- Be able to deliver videos in the format as required by PSDF for its social media platforms (YouTube, LinkedIn, WhatsApp) as well as mobile format along with its original source files after completion of each video. A frame rate of 24 fps is typically acceptable and renders faster than 29.97 fps.
- In case of brief changes, the applicant would be required to make creative revisions

**Consideration:**

Please keep in consideration the animated videos being produced are delivered to PSDF within:

- the agreed timeline with no compromises on quality

### **Deliverables**

- Completed story board with concept and script
- After approval develop the video and provide HD version

### **Whiteboard Videos:**

<sup>1</sup>**Analog Whiteboard:** These videos consist of real-world drawings done in real-time which are photographed, edited, and may have some subtle animation or camera moves added in post.

<sup>2</sup>**Digital Whiteboard:** This consist of digitally created assets which are drawn on-screen. These will often have an arm animated on top of the frame to give the illusion that the piece is actually being drawn in real-time.

### **Simple 2D:**

<sup>3</sup>**2D Iconographic:** Iconographic motion graphics consist of simple shapes, text animation, and often a limited color palette. If you find yourself creating a lot of custom illustrated assets and characters, it means the scope has increased to Complex 2D illustrated/character and we may need to expand it.

<sup>4</sup>**2D Typographic:** Kinetic typography-driven pieces can either be animated to a voiceover or animated as the narrative with no audio accompaniment. Primary elements are type and some simple icons, particle effects, etc.

### **Complex 2D:**

<sup>5</sup>**2D Illustrated:** Custom illustrations created and animated, go beyond the simple shapes of the iconographic tier.

- Organic shapes, growing designs, and more complex animation are all benchmarks at this tier
- Use of stock vectors can only be used if there are no legal restrictions

<sup>6</sup>**2D Character:** Custom characters tell the story of these pieces. This could also include some lip sync and environment rendering.

<sup>7</sup>**2.5D Parallax Photography:** Flat photo assets provided by PSDF are cut apart, layered, and distributed in 3D space to give the illusion of depth. PSDF supplies the photo assets to be altered and animated motion on people and things can add the illusion of life. Keep it subtle or the effect can be shaking.

### Simple 3D

<sup>8</sup>**3D Abstract:** Three dimensional words, shapes, and other assets occupy the screen. Poly count is relatively low to keep render and modeling times reasonable.

<sup>9</sup>**3D Character Animation:** This includes the 3D characters depending upon complexity this could require custom scoping as well.

#### 4) Conditions for Eligibility

The successful applicants, fulfilling the following criteria, will be considered eligible for the Pre-qualification evaluation process.

- a) Evidence of the applicant firm/company's registration/Incorporation is required (Copy of certificate of incorporation/company registration certificate is required)
- b) Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of Organization (Provide a copy of registration)
- c) Should be active taxpayer on the date of submitting the proposal (Status report must be provided)
- d) Affidavit on stamp paper, declaring that company is not blacklisted by any Telco/FMCG/autonomous body/government/semi government or any organization (Affidavit on stamp paper original signed & stamped)

If applicant fails to provide information as per the above mentioned or does not fulfil the requirement of, "Eligibility Criteria Checklist" (Annexure-B) shall be dis-qualified and declared ineligible from the pre-qualification process and its pre-qualification/technical evaluation will not be carried out.

#### Note (Please mark the supporting documents for Eligibility Criteria Checklist)

##### 5) General Guidelines:

- a) PSDF reserves the right to award or not to award this contract and Applicants who fail to submit complete and attach all the relevant documents shall be disqualified. No pre-qualification document shall be accepted, **if not properly sealed, marked, signed and stamped.**
- b) PSDF shall enter into a formal contract with the successful applicant only and reserves the right to terminate the contract, if performance of Applicant is unsatisfactory.
- c) Applicants to ensure that their Pre-qualification documents are submitted before the closing time and date of the Pre-qualification. **Applications received after closing time and date will not be considered.**
- d) All documents and information received by PSDF from applicants will be treated in strictest confidence. Documents submitted to PSDF will not be returned.
- e) All expenses related to participation in this Pre-Qualification document shall be borne by the applicant.

- f) Documents shall be submitted in hard copies in a sealed envelope marked as “PROPOSAL” as hard copy in a sealed envelope for **Pre-qualification of Companies/ Firms for Animation Services**. The envelope containing hard copies of pre-qualification proposal shall be received on the postal address given below.

**Procurement Department**

Punjab Skills Development Fund, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore

E-mail: [Procurement@psdf.org.pk](mailto:Procurement@psdf.org.pk) Phone: +92-42-35752408-10, Fax: +92-42-35752190

- g) PSDF reserves the rights to request submission of additional information from applicants to clarify/further understand aspects of pre-qualification proposal, if required.
- h) PSDF also reserves the right to verify any information provided by the applicants.
- i) PSDF has the right to visit business premises to verify the information shared in Pre-qualification documents. Applicant presenting information intentionally incorrectly or fraudulently will be disqualified.

**Questions about this Pre-Qualification document can be made only in writing through a letter or E-mail: at [Procurement@psdf.org.pk](mailto:Procurement@psdf.org.pk) and must be asked before COB 24<sup>th</sup> February 2021.**

**\*\*Although adequate thought has been given in the drafting of this document, errors such as typos may occur which the PSDF will not be responsible\*\***

**6) Form of Contract**

- a) The pre-qualified companies/firms shall sign and execute the standard contract of PSDF including any general conditions on the terms and conditions specified therein. Any amendment to the standard contract shall be made with mutual consent of both parties.
- b) Successful applicant will sign a contract and will provide the agreed services within the stipulated agreed time mentioned in the RFQ.
- c) The duration of the agreement shall be 1 year; however, it can further be extended up to 1 year based on the satisfactory performance of the applicant, and on the mutual consent of both the parties under the agreement
- d) If PSDF cancel the contract during the contract period, a notice period of 1 month will apply.
- e) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- f) The competent authority may reject all proposals at any time prior to the acceptance of a proposal. PSDF shall upon request communicate to any applicant, the grounds for its rejection of all proposals but shall not be required to justify those grounds.
- g) Applicant understands that RFQ shall only be floated to the pre-qualified applicants, and business shall be awarded based on the evaluation method adopted in the RFQ



**7) Delivery Timelines or Completion Date**

RFQ shall be floated only to the pre-qualified applicants and delivery timelines shall be mentioned on the purchase/service order for each assignment as per the scope of work

Timelines of the delivery of services shall start once the Purchase /Service order is issued.

**8) Pre-Qualification Evaluation Criteria**

The Pre-qualification proposal of eligible applicants will be evaluated against the requirements specified in the “Annexure – C”.

**9) Submission of Pre-qualification Proposal: -**

Complete proposals containing Pre-qualification proposal with all required information and documentary evidence must be submitted before closing dated i.e. 03:00 PM, 01<sup>st</sup> March 2021. Pre-qualification proposals will be publicly opened on the same day i.e. 03:30 PM, 01<sup>st</sup> March 2021 in the presence of applicant’s representatives who wish to attend it.

**a) Cover Letter for the Submission of Pre-qualification Proposal**

A cover letter as specified in Annexure-F shall be submitted with the proposal.

**Note: Please provide the required Information/Response to all annexure mentioned in this document and mark them while submitting the Proposal.**

**Annexures**

**Annex – A (Organization Information)**

| Organization Information |   |                            |  |
|--------------------------|---|----------------------------|--|
| Sr #                     | Required Information  | Response                   |  |
| 1                        | Legal name of the organization  |                            |  |
| 2                        | Year of Registration / Establishment of the Organisation  |                            |  |
| 3                        | National Tax Number   |                            |  |
| 4                        | General / Punjab Sales Tax Number   |                            |  |
| 5                        | What is the legal status of your organisation? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s) | Public Sector Organisation |  |
|                          |   | Section 42 Company         |  |
|                          |   | Public Ltd. Company        |  |
|                          |   | Private Ltd. Company       |  |
|                          |   | Private Partnership Firm   |  |
| 6                        | Name and designation of 'Head of Organization'  |                            |  |
|                          | Mobile:   |                            |  |
|                          | Phone/s:  |                            |  |
|                          | Email:  |                            |  |
|                          | Fax:  |                            |  |
|                          | Address of organization:  |                            |  |
|                          | Website address:  |                            |  |
| 7                        | Name and designation of 'Contact Person':   |                            |  |
|                          | Phone/s:  |                            |  |
|                          | Mobile:   |                            |  |
|                          | Email:  |                            |  |
|                          | Fax:  |                            |  |
| 8                        | Address of organization   |                            |  |
|                          | Phone/s:  |                            |  |
|                          | Mobile:   |                            |  |
|                          | Email:  |                            |  |
|                          | Fax:  |                            |  |

**Annex – B (Eligibility Response Check List)**

| Eligibility Check List |   |   |   |                          |
|------------------------|---|---|---|--------------------------|
| Sr. No.                | Eligibility Criteria Details  | Evidence/Proof Required   | Attached Supporting Documents/Proof and mark Yes/No |                          |
|                        |   |   | Yes   | No                       |
| 1                      | Evidence of the Applicant firm/company's registration/Incorporation is required   | Copy of certificate of incorporation/company registration certificate is required | <input type="checkbox"/>                            | <input type="checkbox"/> |
| 2                      | Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of Organization   | Provide a copy of registration  | <input type="checkbox"/>                            | <input type="checkbox"/> |
| 3                      | Should be active taxpayer on the date of submitting the Proposal.   | Status report must be provided  | <input type="checkbox"/>                            | <input type="checkbox"/> |
| 4                      | Affidavit on stamp paper, declaring that company is not blacklisted by any Telco/FMCG/autonomous body/government/semi government or any organization. | Affidavit on stamp paper original signed & stamped                                | <input type="checkbox"/>                            | <input type="checkbox"/> |

**Annex – C (Pre-qualification Evaluation Criteria)**

| Pre-Qualification Evaluation Criteria |  |              |                    |  |
|---------------------------------------|--|--------------|--------------------|--|
| SR #                                  | Descriptions   | Total Points | Categorized Points | Remarks  |
|                                       | <b>Descriptions</b>  |              |                    | (Attachment of relevant evidence in each case is mandatory. In case of non-compliance, no mark will be awarded)  |
| <b>1</b>                              | <b>Related Work Experience</b>   | <b>15</b>    |                    |  |
|                                       | Experience of providing animation services for equal to or more than 5 years   |              | 15                 | <b>Documented proof:</b> Contract copy/service/purchase order/satisfaction/completion letter from the clients  |
|                                       | Experience of providing animation services for more than 3 years but less than 5 years   |              | 10                 |  |
|                                       | Experience of providing animation services for more than or equal to 2 years but less than or equal to 3 years   |              | 05                 |  |
| <b>2</b>                              | <b>Client Portfolio</b>  | <b>15</b>    |                    |  |
|                                       | Worked with more than or equal to 7 clients (Telco/non-telco, local companies/Multinationals Companies /FMCG/Government departments/International clients) for animation services                  |              | 15                 | <b>Documented proof:</b> Purchase/service order/ copy of the contract/ satisfaction/completion letter from the clients   |
|                                       | Worked with more than or equal to 5 but less than 7 clients (Telco/ non telco, local companies/Multinationals Companies /FMCG/Government departments/International clients) for animation services |              | 10                 |  |
|                                       | Worked with more than or equal to 3 but less than 5 clients (Telco/ local companies/Multinationals Companies /FMCG/Government departments/International clients) for animation services            |              | 05                 |  |
| <b>3</b>                              | <b>Financial Capability</b>  | <b>15</b>    |                    |  |
|                                       | Annual turnover/ revenue of the Company is 05 million (PKRs) or above  |              | 15                 | <b>Documentary proof:</b> Required (tax returns or financial audited report from ICAP registered firm/company for the year 2018-19 or the latest tax returns/audited report) |
|                                       | Annual turnover/revenue of the company is greater than 03 Million (PKRs) but less than 05 Million (PKRs)   |              | 10                 |  |

|   |  |           |    |   |
|---|--|-----------|----|---|
| 4 | <b>Team Members</b>  | <b>15</b> |    |   |
|   | <b>Modeler, Animator, Light/Shades &amp; Rendering, Visual effect &amp; Postproduction, Editor having related working experience of 2 or more years.</b> | <b>15</b> |    | <b>Documented proof:</b> Furnish CV of the team member clearly stating the job role   |
|   | <i>Modeler having related working experience of 2 or more years.</i>   |           | 03 |   |
|   | <i>Animator having related working experience of 2 or more years</i>   |           | 03 |   |
|   | <i>Light and shade &amp; rendering having related working experience of 2 or more years</i>  |           | 03 |   |
|   | <i>Visual effect &amp; postproduction having related working experience of 2 or more years</i>   |           | 03 |   |
|   | <i>Editor having related working experience of 2 or more years</i>   |           | 03 |   |
| 5 | <b>Animation portfolio</b>   | <b>30</b> |    |   |
|   | Development of animated characters male as per sample specifications mentioned in scope of work  |           | 5  | <b>Documented proof:</b> Submit the work created, in a USB and only those will be marked which are substantiated with proof of work (Purchase/Service order/completion certificate/customer satisfactory/completion letter). The content will be assessed based on the quality of the elements mentioned in the evaluation criteria |
|   | Development of animated characters female as per sample specifications mentioned in scope of work  |           | 5  |   |
|   | Quality of editing   |           | 5  |   |
|   | Quality of light shade and postproduction  |           | 5  |   |
|   | Quality of the animation   |           | 5  |   |
|   | Quality of the visual effects  |           | 5  |   |
| 6 | <b>Experience in providing platform learner/explainer video services</b>   | <b>10</b> |    |   |



Skills For Success

|  |  |  |            |   |
|--|--|--|------------|---|
|  | Completed 6 or more animation projects                 |  | 10         | <b>Documented proof:</b><br>Purchase/service order or recommendation letter or business award letter/customer satisfaction/completion letters should be furnished along with the original content that was developed in the USB |
|  | Completed 4 or more but less than 6 animation projects |  | 07         |   |
|  | Completed 2 or more but less than 4 animation projects |  | 05         |   |
|  | <b>TOTAL</b>   |  | <b>100</b> |   |

**Annex – D (Key Management Staff of the Company)**

Please attach CVs for your Key Management Staff

| <b>Key Management Staff of Company</b> |                                 |                    |                          |                                   |
|--|---------------------------------|--------------------|--------------------------|-----------------------------------|
| <b>Sr. #</b>                           | <b>Name of Management Staff</b> | <b>Designation</b> | <b>Area of Expertise</b> | <b>Number of years in company</b> |
|  |                                 |                    |                          |                                   |
|  |                                 |                    |                          |                                   |
|  |                                 |                    |                          |                                   |

**Annex – E (Declaration)**

I, \_\_\_\_\_ hereby declare that:

- all the information provided in the pre-qualification document is correct in all manners and respects.
- and I am duly authorised by the Governing body/Board/Management to submit this proposal on behalf of "[Click here and type the name of organization]"

|                   |  |
|-------------------|--|
| Name: -           |  |
| Designation: -    |  |
| Signatures: -     |  |
| Date and Place: - |  |



**Annex – F (Cover Letter)**

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Guidelines]

**Re: Pre-qualification Proposal in respect of [Pre-Qualification of Companies/Firms for Animation Services]**

Dear Sir,

We offer to provide the services for **Pre-Qualification of Companies/Firms for Animation Services** in accordance with your pre-qualification document for Proposal dated [Insert Date of Pre-qualification advertised]. We hereby submit our pre-qualification Proposal including the required documents in a sealed envelope.

We hereby declare that all the information and statements made in these proposals are true and accept that any misinterpretation contained therein may lead to our disqualification. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations. We undertake that we will initiate the delivery of services as per the client's request, if our proposal is accepted. We understand that you are not bound to accept any or all proposals you receive.

Thank you.

Yours sincerely,

Signature

Name and title of signatory: